

# Interior Design in the Pandemic

Dancing with Uncertainty, Doubt, and Possibility

DESIGN INFLUENCERS CONFERENCE

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LARRY PELTZ, MD

# Goals: Influencing, Marketing, Messaging

## Step 1

- ▶ Know yourself better
- ▶ Be true to yourself

## Step 2

- ▶ Be more flexible and adaptive
- ▶ Tap into your creativity
- ▶ Find your unique voice and path

## Step 3

- ▶ Align messaging with your internal values and purpose
- ▶ Attract followers interested in who you are and your path

**"TO BE YOURSELF  
IN A WORLD  
THAT IS CONSTANTLY  
TRYING TO MAKE YOU  
SOMETHING ELSE IS  
THE GREATEST  
ACCOMPLISHMENT."**

*Ralph Waldo Emerson*

# How we got here



Creation



Earth



Life



Disease



Immunity

13.8 billion years

4.6 billion yrs

3.5 billion years

1.5 billion years

Co-evolved

Crisis = Weiji

危机

wéi

jī

wei= danger, to endanger  
ji = a crucial point where something begins to change

“In every crisis lies a great opportunity.”

- Albert Einstein

# Pandemic: External Landscape



- ▶ Shut Down (Business, Entertainment, Gathering)
- ▶ Less traffic
- ▶ Less travel
- ▶ Less face time / More online
- ▶ Homing / Podding
- ▶ More aloneness

# Pandemic: Internal Landscape



- ▶ Quiet v. Noisy
- ▶ Peaceful/Ease v. Agitated/Anxious
- ▶ Relaxed v. Tense
- ▶ Joy v. Fear
- ▶ Possibility v. Doubt
- ▶ Solitude v. Loneliness

# Pandemic: Effects on Consumers



- ▶ Slowing down
- ▶ Change, uncertainty, and fear
- ▶ Wish for connection, meaning
- ▶ Need to trust brands, influencers in new ways

# Question to consider

Is there a relationship between self-knowing, self-trust, self compassion and learning how to connect with customers in new ways?

**2 things we can control:**

1. Where we direct attention
2. What we do or say

# Centered Presence

## 4 steps

- ▶ Notice your feet
- ▶ Notice your hands
- ▶ Notice your head and spine
- ▶ Notice your breath

"Centered presence" is from **Retooling on the Run**,  
by Heller and Surrenda (1994)



# Design, art, and the creative process

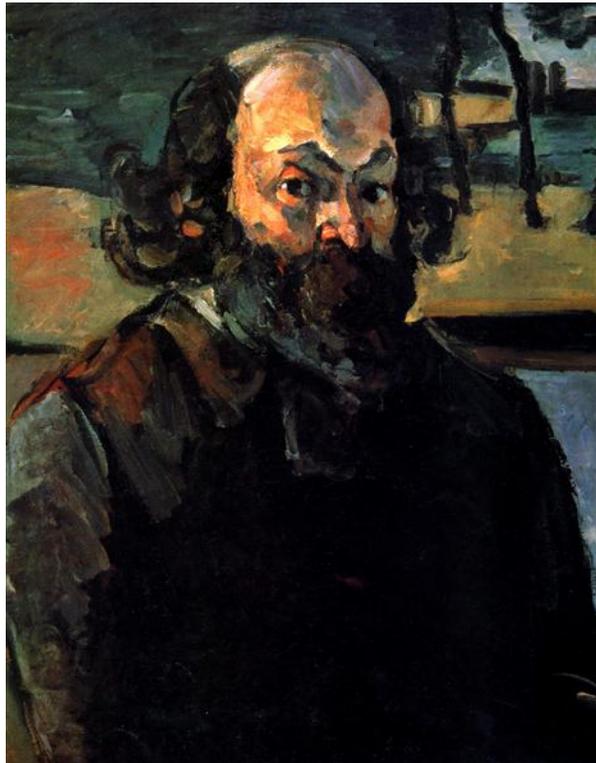
For a work to be called “art” requires three elements:

1. **A tradition**
2. **A leap of imagination**
3. **An audience**

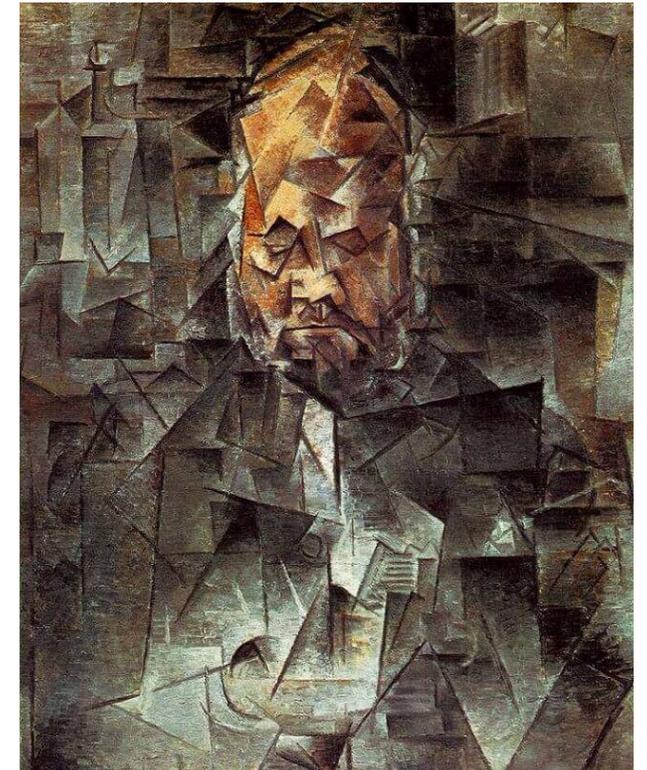
- H.W. Janson, History of Art (1962)

“...Individualistic interiors that stand the test of time.”

-- Rachel Shingleton



Paul Cezanne, 1875



Pablo Picasso, 1910

# Designing an interior is both an internal and external process

## Internal

- ▶ Idea or leap of imagination
- ▶ Impact on senses -- visual, auditory, tactile, olfactory, gustatory
- ▶ Impact on emotions, thought -- pleasure, calm interest, excitement, balanced/unsettled

## External

- ▶ Materials and objects
- ▶ Execution in a space
- ▶ Learning and modification

# Interior Design - Master Class



**Kelly Wearstler**

Interior Design | Master Class

# Client Intake: Starting a Project

- ▶ Asking and Listening
- ▶ What is their vision?
- ▶ How do they want to live in the space?
- ▶ What do they like or enjoy?
- ▶ What is the client's "program?"

# Exercise: Self Intake

- ▶ Problem?
- ▶ How a problem for you?
- ▶ What's missing?
- ▶ What do you like?
- ▶ What like about it?
- ▶ Apply and anchor

# Stress



- ▶ Human evolution is based on seeking pleasure and avoiding pain
- ▶ Stress: a non-specific response of the organism to any pressure or demand (Hans Selye)
- ▶ A destabilization of physical and/or emotional systems (a mind/body experience)
- ▶ Stressor: an external or internal event that stimulates a stress reaction

# Emotion



- ▶ Neurochemical changes in the body that we have a story about (i.e. an experience AND a story, which are not the same)
- ▶ Arise → Peak → Die off
- ▶ Stress reactions: indulge (fight/run) or suppress/shut down
- ▶ We must experience emotions to process them (and no one taught us)
- ▶ We grow because of challenges, not in spite of them

# Habits



- ▶ Repetitive patterns of thought or behavior to manage stress
- ▶ Attempts to custom tailor our external and/or internal circumstances in the mistaken belief that it will rid us of negative emotions
- ▶ Pluses and minuses

# Introduction to mindfulness

When we are stressed or triggered, there are two possible outcomes:

1. React habitually (indulgence or suppression)
2. Respond or choose the middle path

**Mindfulness is** “paying attention in a sustained and particular way, on purpose, in the present moment, non-judgmentally.” (Jon Kabat-Zinn)

**Benefit:** to hold our experience of stress or negative emotion with wisdom and compassion

# Definition of mindfulness

- ▶ Aware
- ▶ Mind-body → 6 sense doors → +
- ▶ Present moment → +/-
- ▶ Acceptance → -

# Steps to mindfulness

- ▶ Stopping
- ▶ Seeing
- ▶ Self-understanding
- ▶ Choosing (Reacting v. Responding)

# Exercise: 5-4-3-2-1



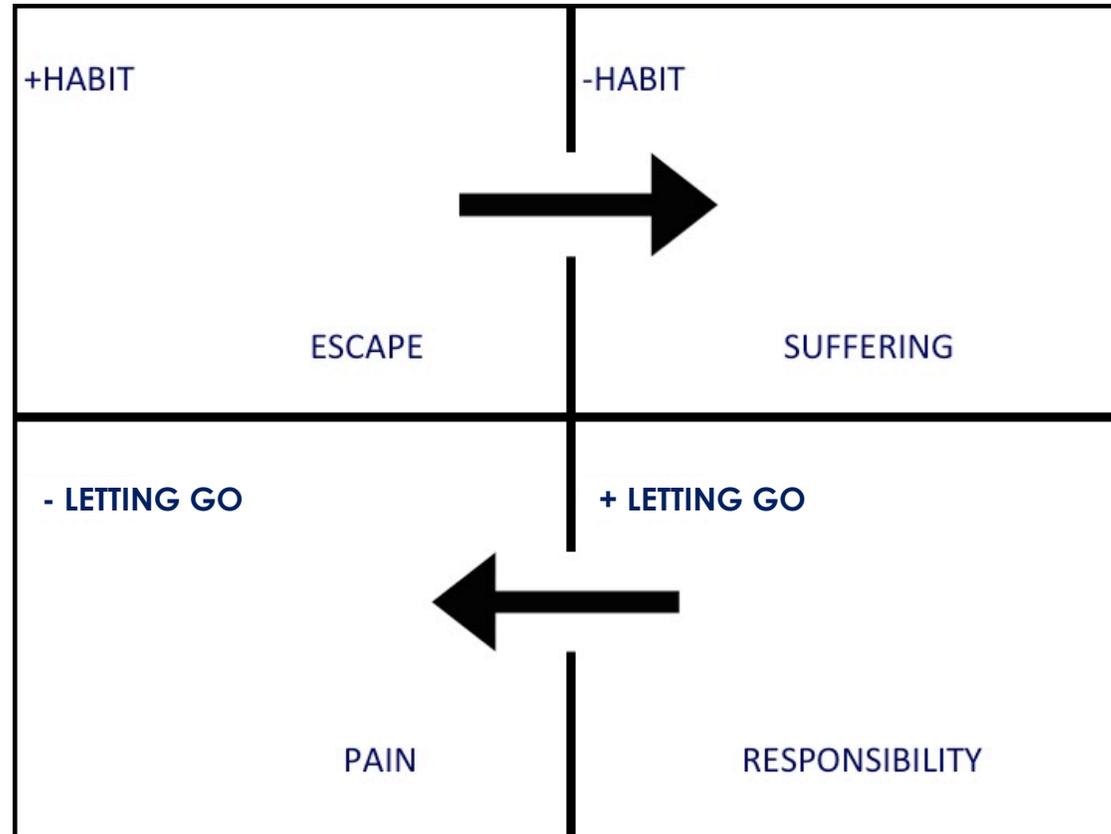
- ▶ 5 things you can see
- ▶ 4 things you can feel
- ▶ 3 things you can hear
- ▶ 2 things you can smell
- ▶ 1 thing you can taste

# Exercise: Making Space



1. Centered Presence
2. NOTICE experience
3. INHALE into experience (count of 4)
4. Can I ACCEPT or make space for this experience? (hold to count of 4)
5. Can I ALLOW the experience to be, to change or not? (Exhale)

# 4 Quadrant Model



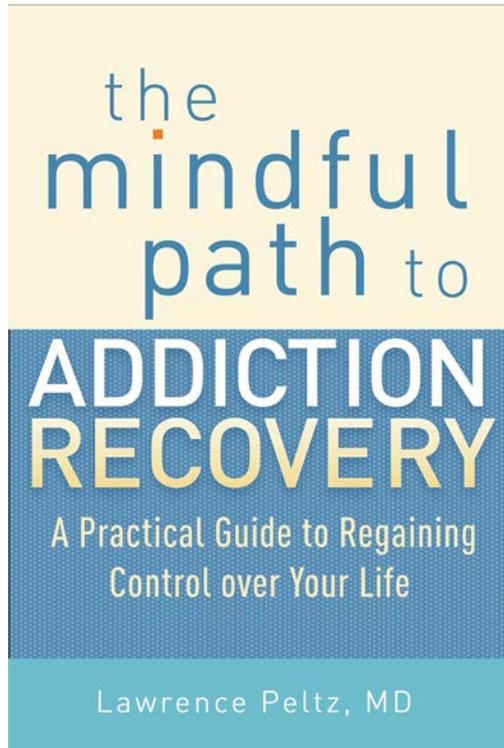
# Right Effort: Four Great Efforts

	<b>Wholesome</b>	<b>Unwholesome</b>
<b>States</b>	Maintain	Abandon
<b>Traits</b>	Develop	Restrain

# Suggested Reading

- ▶ *Wherever you Go There You Are: Mindfulness meditation in everyday life* (Jon Kabat-Zinn, 1994)
- ▶ *The Mindfulness Solution: Everyday practices for everyday problems* (Ronald Siegel), 2009
- ▶ *The Mindful Path to Self Compassion: Freeing yourself from destructive thoughts and emotions* (Christopher Germer), 2009
- ▶ *The Mindful Path to Addiction Recovery: a practical guide to regaining control over your life* (Lawrence Peltz), 2013
- ▶ *How Not to be a Hot Mess: A survival guide for modern life* (Craig and Devon Hase), 2020

Thank you!



**Larry Peltz, MD**

lapeltz52@gmail.com